



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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Argentina

Promotion Opportunities

Annual

2002

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U.S. Embassy

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Report Highlights:

This report includes information on the FAS Buenos Aires promotional activity calendar for FY 2003.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Buenos Aires [AR1], AR

The promotional activities listed are provided for informational purposes only.

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

SECTION I. FAS/W Endorsed Trade Shows

SIAL Mercosur Food and Beverage Show 2003 (To be confirmed)

August 2003

Buenos Aires, Argentina

Contact Information:

IMEX Management, Inc.

505 East Boulevard, Suite 200

Charlotte, NC 28203, USA

Ph: 704-365-0041

Fax: 704-365-8426

E-mail: info@imexmgt.com

Francois Gros, President

Target audience: all Mercosur professionals in the food business, international buyers from hyper and supermarkets, wholesalers, distributors, importers, exporters, agents, and representatives of the HRI sector.

Post recommends U.S. food companies interested in the Mercosur region to participate in this show for the following reasons:

- It will educate them on the local food sector
- It will give them a chance to make serious trade contacts
- It will provide an excellent environment to do business.

SECTION II. Other Trade Shows

Palermo Show (traditional agricultural and livestock show held annually in Buenos Aires)

Last week in July and first week in August, 2003

Predio Ferial *La Rural*

Buenos Aires, Argentina

Contact information:

Sociedad Rural Argentina (SRA)

Florida 460

1005 Buenos Aires, Argentina

Ph: 54-11-4322-3431; 4322-2030

Fax: 54-11-4325-8231

E-mail: gcia-ferial@la-rural.com.ar

Homepage: www.la-rural.com.ar

Target audience: All Argentine agribusiness companies, agricultural government organizations, and other firms which supply services to agricultural producers.

The *Palermo Show* is an excellent tool for the promotion of U.S. livestock genetics.

Expochacra (Agricultural annual show similar to the U.S. Farm Progress Show)

March 6-9, 2003

Venado Tuerto, Pcia. de Santa Fe, Argentina

Contact information:

Expochacra S.A.

Juncal 1311, piso 6

C1062ABO Buenos Aires, Argentina

Ph: 54-11-4816-9700

Fax: 54-11-4816-5599

Contact: Edmundo Tombeur

E-mail: etombeur@exposium.com.ar

Homepage: www.expochacra.com

Target audience: Agricultural producers.

Interesting and educational show for agricultural companies held every year in a large farm.

SECTION III. Other Promotional Activities (organized by FAS Buenos Aires)

- PMA Buying Mission - October 2002
- Americas Food and Beverage - December 2002
- Menu Promotions Argentina May 2003
- Uruguay June 2003
- Paraguay July 2003
- IFT Buying Mission - June 2003
- Retail Wholesale Buying Mission (no date confirmed yet)
- In-store Promotion - Last quarter of FY-2003.

Contact information for SECTION III promotional activities: FAS Buenos Aires office, as follows:

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